

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-4 (Canceled).

Claim 5 (Currently amended): A large-area LCD billboard for outdoor advertising comprising:

(a) a board having a viewer side comprising reflective LCD elements having a luminosity dependent on intensity and direction of lighting, said board comprising a frame having a pivotally-mounted rail and a recess in a rear portion of the frame away from the viewer side;

(b) an artificial lighting device provided on said board comprising a plurality of lamps mounted on said rail for illuminating the board from the viewer side for periods when sunlight falling on the board is insufficient;

(c) motorized activation means connected to said lighting device for physically moving the rail with the lighting device

into a recessed position toward the rear portion of the frame and the lamps into the recess and out of a beam path of the sunlight falling on the board ~~via tilting, flipping or pulling the lighting device away from the beam path~~ so that the rail and the lamps can no longer be seen by a viewer in the recessed position; and

(d) a control system with a light sensor for activating the activation means.

Claim 6 (New): A method of illuminating a large-area LCD billboard for outdoor advertising comprising the steps of:

(a) providing a board having a viewer side comprising reflective elements having a luminosity dependent on intensity and direction of lighting and a frame having a pivotally-mounted rail and a recess in a rear portion of the frame away from the viewer side, an artificial lighting device comprising a plurality of lamps mounted on the rail for illuminating the board from the viewer side for periods when sunlight falling on the board is insufficient, motorized activation means connected to the lighting device for physically moving the rail with the lighting device into a recessed position toward the rear portion of the frame and the lamps into the recess and out of a beam path of the

sunlight, and a control system with a light sensor for activating the activation means;

(b) moving the rail with the lighting device into the recessed position toward the rear portion of the frame and the lamps into the recess and away from the beam path via the motorized activation means so that the rail and the lamps can no longer be seen by a viewer in the recessed position.

Claim 7 (New): The method according to claim 6 wherein the lighting device possesses only a single active lighting position and a single inactive position comprising a reserve position or a recessed position with reference to the board.